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7 October 1948

Ref: IM-71 Study for NSC 4 Committee

Problem:

To define, with respect to specified countries and areas, the factors significant for and conditioning the success of a US Information Program, and to recommend broad patterns of treatment.

Assumptions:

1. Purpose

a. To secure the support of foreign opinion for the policies of, and to effect the maximum identification of foreign opinion with objectives favorable to the security interests of the US.

b. To counteract Soviet-Communist efforts to obtain similar advantages for the USSR.

2. Methods

a. All media and all forms of communication will be available.

b. Implementation will range from long-term (cultural and educational contacts, libraries and documentation centers), through mass media (press releases, films, radio); and from informational methods to psychological warfare in overt forms.

Proposed procedure:

1. To make a broad intelligence appreciation which will serve

a. As a basis for planning a general information/propaganda policy.

b. As a framework for drawing up detailed area operational plans on a 12 months basis.

2. It is not desired that detailed appreciations be prepared for localized operations on a shorter term basis, since it is intended that the formulation of such plans will be a second stage in planning.

Headings under which it is desired intelligence shall be presented.

1. Relevant material factors.

a. Population statistics and audience literacy.

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b. Organization and characteristics of the press; its relation with public opinion.

c. Number of receivers; transmission and reception problems. *characteristic use of radio - private, public, group, further.*

d. Facilities for film showing.

2. Relevant social factors.

a. Class breakdown by (1) occupations and skills, (2) by minority groups, (3) racial origins, (4) cultural and ideological groups.

(z) b. Character of elite (1) political-social authority of, cultural links of ~~elite~~, (2) changes in composition of.

c. Current focus of authority, policy-decision powers, degree of susceptibility to pressure of opinion.

d. Language problems.

3. Relevant cultural factors.

a. Degree of acceptance or resistance to cultural patterns of western christian industrialized society -- taking US manifestations ~~as~~ as norm.

b. Degree of social tension seeking basic social change; guiding ideologies defining nature of change sought.

c. Special considerations to be noted.

Conclusions and recommendations:

These should cover,

1. Estimated audience - type, receptivity.

2. Estimated valid propaganda approaches

(a) Basically

(b) For 12 months term

3. Estimated most effective media, or combination of media.

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